

# NO-NONSENSE MARKETING

Proven, Low-Cost And Easy-To-Apply  
Business-Building Strategies

£97 Each Issue • £997 Annual

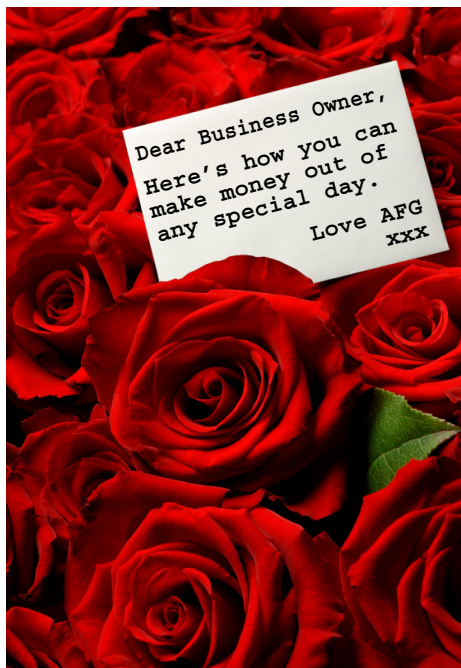
February 2014

## “How Valentines Day And Other Special Days Can Multiply Your Sales & Profits”

*Understanding what's going on in the minds of your  
customers and prospects leads to easy sales*

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*Happy Valentine's—but how are you capitalising  
on this and other special occasions  
throughout the year?*

As February is the month of L-O-V-E we thought it would be opportune to explain how you can use special occasions to ramp up your sales...

Tests have proven that the more you communicate with your prospects and customers—the more sales you'll make. So we advocate at least one sales message a month should be sent to your existing customers and prospects.

However, we often hear people say “I don't have an excuse to write to my prospect's and customer's—surely they'll get fed up with us just sending them offers every month?”

In some respects this is true. But the

# NO-NONSENSE MARKETING

## “Using Our ‘Promotion Calendar’ To Multiply Your Sales & Profits”

simple fact is that trying to sell your products or services once a month to your customer and prospect lists is without question a phenomenally successful way of getting more sales.

The good news is, however, that a carefully planned approach to your offers can add increased sales power EVERY SINGLE MONTH. How? You use what we call a ‘Promotion Calendar’.

Good restaurants have used this approach for decades. They theme their evenings based on special calendar occasions such as Valentine’s Day, Halloween, Christmas Day and New Year’s Day and as a result they can significantly increase their numbers.. Why? Because they (get involved in the conversation that’s going on in the minds of their customers.

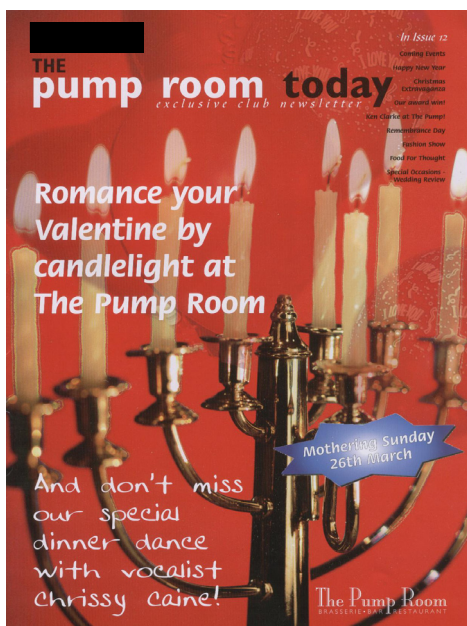
But they’re really only scratching the surface. There are many more special days, famous people’s birthdays and the like to take advantage of.

The good news is no matter what product or service you sell, you can take B-I-G advantage of this approach. Just because you may not run a restaurant doesn’t mean to say you can’t run a Valentine’s promotion, for example.

But before we explain how you do this, let’s first look at this year’s Promotion Calendar (shown on page 4)...

As you can see, our Promotion Calendar consists of the following...

- Public Holidays
- Famous Sporting Events
- Other Special Events



*Restaurants have always taken advantage of special occasions—but you can do it too—no matter what you sell!*

- Celebrity and Famous People Birthdays

...and you’ll notice each month has at least 6 special events for you to theme your offer around.

So here’s what you do...

**STEP 1:** Choose at least one promotion per month to run for customers AND prospects

First go through the Promotion Calendar and decide on the special occasion you are going to use every month. It may be that you have the same promotion for customers and prospects—or you may choose a different one for each—it’s up to you.

Notice we’ve also included a few special

dates from around the world. Although these are not necessarily days we celebrate, they are still well-known. So don’t be frightened to use them—they work just as well!

**STEP 2:** Add in your launch dates

Next you need to work back from the special occasion and agree your ‘launch dates’. These are the dates when you send your Marketing Pieces out.

Remember to build in a sequence. Tests have proven that you should send more than one Marketing Piece to promote the special occasion.

For example, you may initially send a letter to your customers telling them about the promotion. One week later you may send them a postcard reminding them of the promotion, followed by an e-mail a few days later, etc.

**STEP 3:** Create your offer

Clearly you’re not going to create ALL your offers for the following 12 months—all at once. You do need to stay ahead of yourself (you’ll be surprised how quickly each promotion comes around.

The key is to tie the promotion and your offer into the special occasion.

Here’s how you tie it all together...

- Occasion: 3rd March—Alexander Graham Bell’s Birthday (inventor of the telephone).
- Theme/Offer: Any telephone orders received from 3rd March to 10 March will receive a X% discount.

# NO-NONSENSE MARKETING

## “Using Our ‘Promotion Calendar’ To Multiply Your Sales & Profits”



*The 86th Academy Awards could help you generate an avalanche of sales,  
as long as you tie your promotion into the event!*

- Occasion: 2nd Mar - Academy Awards Evening (Oscars).
- Theme/Offer: Special & Exclusive Customer Evening.
- Occasion: 30th March - British Summertime Begins (clocks go forward 1 hour).
- Theme/Offer: Any orders placed from 25th March to 2th April get £60 off (one hour equals 60 minutes). Or ‘Buy One—Get One Free’ etc.
- Occasion: 5th April - Horse Racing - Grand National (Aintree).
- Theme/Offer: ‘Big Jump In Discounts of X% for one week only’. Or ‘FREE Entry Into Grand National Sweepstake To Win <Whatever>’.

The more creative you get—the better!

Once you start doing this each month, you’ll come up with better themes and then you can simply repeat them again the following year!

Do you see how easy this is? In reality what you’re doing is creating a ‘valid excuse’ to write to prospects and customers on a regular basis.

#### **STEP 4:** Media & Marketing Piece Creation

Once you’ve nailed your offer, you then need to decide what types of media you’re going to use and the corresponding Marketing Pieces.

Remember you’re always going to have two or three (or more) follow-up pieces to ensure each promotion is very successful.

#### **IMPORTANT NOTE**

Tests have proved that your results improve when you mix your media.

For example, don’t just use e-mail.

Use letters, postcards, fax AND e-mail, for instance.

The key with all your Marketing Pieces is to make sure you use all the Marketing Assets. These have been covered in detail in previous issues, but here’s a recap...

#### *The Marketing Assets*

1. Unique Perceived Benefit
2. Benefits
3. Irresistible Offer
4. Headline
5. Guarantee/Risk Reversal
6. Sales Barrier Demolition
7. Reasons Why
8. Social Proof
9. Call To Action

As long as you include the Marketing Assets in your Marketing Pieces, your promotions and offers will work very well.

#### **STEP 5:** Prepare & Launch

As we said earlier, make sure you prepare well in advance and try your best to launch on time each month.

Because your offers will now be focused on set dates each month you cannot afford to be late—otherwise you’ll have to miss a month!

In a perfect world you’ll prepare two months in advance. So for example, a promotion scheduled for September should be ready in July and so on.

Now you’re ready to go!

# NO-NONSENSE MARKETING

## AFG 2014 PROMOTION CALENDAR

### January

- 1 - New Year's Day
- 8 - Elvis Presley's Birthday
- 11 - The Open University awards its first degree (1973)
- 13 - Australian Open Tennis Starts
- 17 - Al Capone's Birthday (notorious US Gangster)
- 17 - Mohammad Ali's Birthday
- 25 - Burns Night (Scotland)
- 26 - Australia Day

### February

- 1 - France v England (6 Nations)
- 2 - First parliament of UK (GB & Ireland) assembled (1930)
- 2 - American Football: Superbowl
- 2 - Boy Scout Day
- 5 - Sweet rationing ends in Britain (1953)
- 6 - Women over 30 granted the right to vote in Britain (1918)
- 6 - Monopoly first went on sale (1935)
- 11 - First weekly weather forecast published by Meteorological Office (1878)
- 12 - Birth of Abraham Lincoln (1809)
- 14 - Valentine's Day
- 14 - London Fashion Week starts (finishes 18<sup>th</sup> February)
- 16 - Kyoto Protocol to combat global warming came into force (2005)
- 17 - First production of Puccini's 'Madame Butterfly' Milan (1904)
- 19 - Brits Awards (pop music)
- 28 - Mr Ed 'The Talking Horse' died (1979)

### March

- 1 - St David's Day (Wales)
- 2 - Academy Awards Evening (Oscars)
- 3 - Beethoven's 'Moonlight Sonata' published (1958)
- 3 - Alexander Graham Bell's Birthday (inventor of the telephone)
- 4 - Shrove Tuesday (Pancake Day)
- 5 - Ash Wednesday (start of Lent)
- 7 - Kissing Friday
- 6 - Clarence Birdseye's frozen food first on sale Springfield MA (1930)
- 7 - Radio-telephone link established between London and New York (1926)
- 8 - First pilots license issued (1910)
- 12 - England establishes 30 mph speed limit for towns and villages (1935)
- 14 - Albert Einstein born (1879)
- 17 - St. Patrick's Day (Ireland)
- 17 - Rubber Band was invented (1845)
- 19 - Baseball: World Baseball Classic
- 19 - Sydney Harbour Bridge formally opened (1932)
- 24 - Only 3 of the 32 starters finished the Grand National horse race (1922)
- 30 - Mother's Day
- 30 - Rowing: Boat Race (Oxford v Cambridge)
- 30 - British Summertime Begins (clocks go forward 1 hour)

### April

- 1 - April Fool's Day
- 2 - No.1 record was 'Knowing Me Knowing You' by Abba 1977
- 3 - Queen Victoria has chloroform administered during childbirth (1853)
- 5 - Winston Churchill resigned as British Prime Minister (1955)
- 5 - Horse Racing: Grand National
- 9 - Golf: US Masters starts (finishes on the 13<sup>th</sup>)
- 10 - The first 3-D movie 'House Of Wax' was released, New York (1953)
- 13 - Running: London Marathon
- 15 - £5 notes first issued by the Bank of England (1793)
- 18 - Good Friday
- 20 - Easter Sunday
- 21 - Queen's Birthday (Elizabeth II)
- 21 - Henry VII becomes King of England (1509)
- 23 - St George's Day (England)
- 23 - Administrative Professionals Day (formerly Secretaries Day)

### May

- 1 - May Day
- 3 - Horse Racing: Kentucky Derby (USA)
- 12 - Coronation of George VI (1937)
- 14 - King Henry III captured by Simon de Montfort at Lewes (1264)
- 15 - Flying Doctor service inaugurated in 1928
- 17 - Football: FA Cup Final
- 22 - First sighting of Loch Ness Monster (1933)
- 24 - Rugby Union: Heineken Cup Final
- 25 - Tennis: French Open starts (finishes 8<sup>th</sup> June)
- 24 - Westminster Bridge opened (1862)
- 24 - Football: Champions League Final
- 25 - Motorsport: Indy 500 (USA)
- 26 - Spring Bank Holiday
- 31 - Rugby Union: Aviva Premiership Final

### June

- 1 - Marilyn Monroe's Birthday (actress and US icon)
- 1 - The Beatles release 'Sgt. Pepper's Lonely Hearts Club Band (1967)
- 7 - Horse Racing: Derby
- 12 - Anne Frank received a diary for her 13<sup>th</sup> birthday (1942)
- 12 - Golf: US Open starts (finishes 15<sup>th</sup>)
- 12 - Football World Cup starts (finishes 13<sup>th</sup> July)
- 14 - Trooping The Colour
- 17 - Horse Racing: Royal Ascot starts (finishes 21<sup>st</sup>)
- 15 - Father's Day
- 17 - The Statue of Liberty arrives in New York City harbor (1885)
- 20 - The movie 'Jaws' released (1975)
- 23 - Tennis: Wimbledon starts (finishes 6<sup>th</sup>)
- 21 - Longest day of the year

### July

- 1 - The telephone emergency service 999, began in Britain (1937)
- 4 - Independence Day (US)
- 5 - Cycling: Tour de France starts (finishes 27<sup>th</sup> July)
- 6 - Motorsport: British Grand Prix
- 11 - Sir Laurence Olivier, English stage and screen actor died (1989)
- 17 - Golf: The British Open (finishes 20<sup>th</sup>)
- 20 - Professional football legalised in Britain (1885)
- 26 - Eva Peron died (1952)
- 30 - Arnold Schwarzenegger's Birthday (Born 1947)
- 31 - First use of Royal Mail for the public (1635, King Charles I)
- 31 - First buggy ride on the moon (1971)

### August

- 4 - Golf: US PGA starts (finishes 10<sup>th</sup>)
- 13 - Alfred Hitchcock birthday
- 13 - Number one record was 'Come on Eileen' by Dexy's Midnight Runners (1982)
- 25 - Sean Connery (actor) birthday
- 25 - Tennis: US Open (finishes 8<sup>th</sup> September)
- 25 - Summer Bank Holiday
- 28 - Shops open for the first time on Sunday (1994)
- 29 - Michael Jackson's Birthday

### September

- 5 - Mother Teresa, revered as a living saint died 1998
- 7 - Bishop Desmond Tutu appointed Archbishop, Cape Town (1986)
- 7 - Grandparent's Day
- 8 - Michelangelo's statue of David unveiled in Florence (1504)
- 13 - British writer Rhoald Dahl born (1916)
- 19 - The first Glastonbury Festival held (1970)
- 23 - Nintendo founded in Japan (1889)
- 27 - AFL Grand Final (Australia)

### October

- 1 - News of The World founded (1843)
- 7 - Carbon paper patented by Ralph Wedgwood (1806)
- 13 - The Greenwich Meridian established (1884)
- 17 - The London Beer Flood occurred killing nine people (1814)
- 25 - Pablo Picasso, Spanish painter and sculptor, born (1881)
- 28 - Bill Gates' Birthday (Microsoft executive)
- 26 - British Summertime ends
- 31 - Halloween

### November

- 1 - All Saints' Day
- 5 - Guy Fawkes Night
- 5 - Horse Racing: Melbourne Cup (Australia)
- 5 - Britain's first automatic traffic lights launched, Wolverhampton (1972)
- 8 - Rugby Union: England v New Zealand
- 8 - The Louvre Gallery opened in Paris (1793)
- 10 - Remembrance Sunday
- 15 - Rugby Union: England v Australia
- 25 - Alfred Nobel patented dynamite (1867)
- 27 - American guitarist Jimi Hendrix born (1942)
- 29 - Rugby Union: England v Australia
- 30 - St Andrew's Day (S)

### December

- 2 - Rogue trader Nick Leeson jailed for six years 1995
- 4 - Number one record was 'Rock Around The Clock' by Bill Haley & His Comets (1955)
- 12 - Marconi received the first trans-Atlantic radio signal (1901)
- 14 - Nostradamus' Birthday (mystic)
- 25 - Christmas Day (12 Days Of Christmas Starts)
- 26 - Boxing Day
- 31 - New Year's Eve

### *The AFG Promotion Calendar*

*Tie your monthly customer  
and prospect promotions  
and offers into selected  
special occasions and your  
sales will skyrocket!*

# NO-NONSENSE MARKETING

## “How A Birthday Trip To Hollywood Bowl Gave Us Lessons In The Good, The Bad And The Ugly—Important Lessons We Can All Profit From”

We always give the children a choice on where to go for the ‘family’ part of their birthday. Way out on top is a visit to Hollywood Bowl followed by dinner at Frankie & Benny’s!

If you don’t know anything about Hollywood Bowl—they are primarily a ten-pin bowling alley.

On the whole they’re smart—real smart, but even they get some things wrong—things that could quadruple their sales (but more on this later).

During this last visit we thought they would make a really good case study for you. So like normal we spent some time looking at what they were doing and how we could add a few noughts to their monthly sales!

Here’s what we learnt...

### LESSON 1—They Committed The Cardinal Sin

Whether you’ve been to Hollywood Bowl or not when we say they’ve committed the cardinal sin—you should immediately know what we mean! That’s right no customer data capture!

We’ve been going there for years—but no-one has taken the time or the effort to find out who we are or where we live.

### The Hollywood Bowl MEMBERS CLUB

Join **FREE Today &**  
**Get 50% Off**  
**Your Next Visit**

The Hollywood Bowl Members Club is a fantastic way for you to get a load of great offers, discounts, preferential booking slots, free gifts, bowling tips and a host of other exciting things exclusive to our Members.

The Club is **FREE to join** and if you complete your details today we’ll give you **50% off your next visit**. Simply fill in your details and hand the card back to the desk before you leave. Thank you.

Title (Mr, Mrs, Miss) \_\_\_\_\_  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**Join A Friend**—give us the details of a friend who also would enjoy the members Club and they’ll get the same great offers.

Title (Mr, Mrs, Miss) \_\_\_\_\_  
First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please hand this Members Card in at the front desk before you leave

*How the ‘Hollywood Bowl Membership Card’ could look—but see over for a shocking discovery!*

They cannot communicate with us. Nor can they communicate with thousands of their other customers!

So what’s the answer? That’s right—we create a simple ‘Hollywood Bowl Membership Club’. This could include special discounts, preferential booking times, tips on improving scores, ‘The Best Score Of The Month Competition’, Monthly Newsletter and so on. In just two minutes that’s not sounding too bad—but we could do better with more time!

The key with the Membership Club is to ‘sell’ it either when people make their booking or when they arrive at Hollywood Bowl to play. Either way it has to be systematic and staff need to be trained on how to implement it. We could also include a staff Incentive Reward Scheme to reward the person who signs up the most members each month.

But better still, they could just make the data capture part of doing business with Hollywood Bowl. When anyone wants to book a lane they have to give their name and contact details. They’d then tag on the end that as part of this they are automatically signed up for our Membership Club.

Then of course they can communicate

# NO-NONSENSE MARKETING

## “Money-Making Lessons From Hollywood Bowl”

regularly with their members—and within a few short weeks they’d be increasing their sales and profits for very little expense!

But then we made a surprising discovery. And this is a perfect case in point about the importance of data capture and the importance of systemising it...

Hollywood Bowl DO have a Membership Club. They call it the ‘V.I.B.’ (Very Important Bowler—that’s a really good name). Opposite is the leaflet they use to promote it.

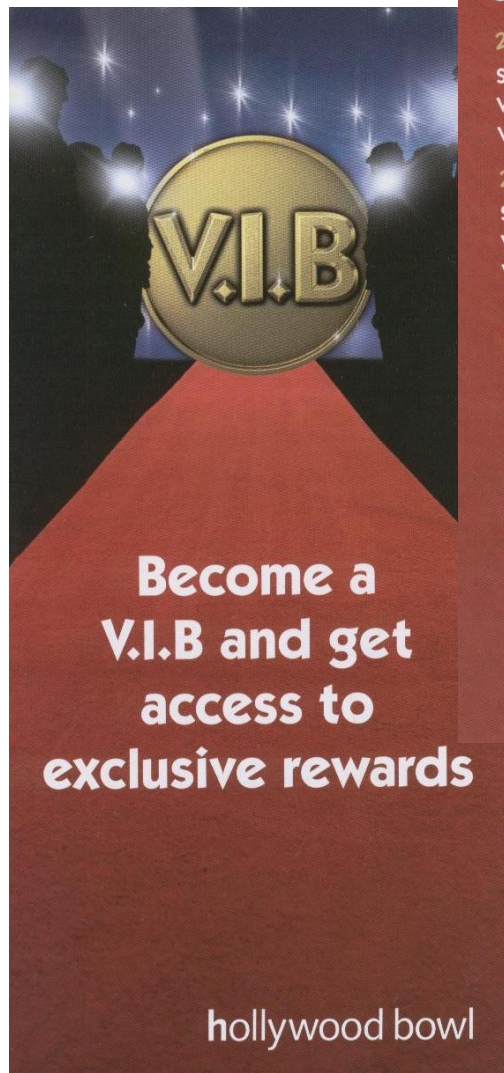
The problem is they ‘hide’ it amongst their other leaflets in dispensers around the alley (see Lesson 5).

W.A.Y.M.I.S.H. (Why Are You Making It So Hard) comes to mind here...

- They have to make sure customers sign up—but it’s virtually impossible for them to do that if they don’t know about it—they have to be told.
- If they’re going to put the membership club details on a leaflet (a good idea of course) customers have to see it. Hidden in a dispenser with half a dozen other leaflets is not too clever!
- When customers are playing a game they’re sitting around for a few minutes before their next bowl. They have time to complete a form and give it back to someone (who should be collecting, etc.). Why make customers go online to complete their details? Let them do it now. You’ve got their attention. They might never sign up if they have to do it at home and they may forget the leaflet!

- Why do customers have to be over 18 years old to join? Why can’t you have a Children’s V.I.B. and an adults’ V.I.B.? This is a big mistake!

*The V.I.B. is a great name for their club—but why make it so hard for people to join?*



**Become a  
V.I.B and get  
access to  
exclusive rewards**

hollywood bowl

**Fantastic deals  
when you sign  
up to be a Very  
Important Bowler**

### Summer offers

*2 games for £4*  
Sunday to Thursday after 9pm  
V.I.B Member + 3  
Valid 1<sup>st</sup> May to 31<sup>st</sup> August

*2 games for £5*  
Sunday to Thursday after 6pm  
V.I.B Member + 3  
Valid 1<sup>st</sup> May to 31<sup>st</sup> August

*Adult 6 games for £6*  
Monday to Friday until 6pm  
V.I.B Member + 3  
Valid 1<sup>st</sup> July to 31<sup>st</sup> August

*Kids bowl for £1 a game*  
Monday to Friday 10am - 6pm  
Saturday & Sunday before 12 noon  
V.I.B Member + 2 kids  
Valid 1<sup>st</sup> July to 31<sup>st</sup> August

Become a **Very Important Bowler**,  
sign up at [hollywoodbowl.co.uk/vib](http://hollywoodbowl.co.uk/vib)

All offers exclude bank holidays and are subject to lane availability.  
All V.I.B offers are + 3 friends except where specified. VIB1SUM08

*Why ask customers to go online? And why can't you have children in the club? (they only allow over 18s to join—but most of their customers are teenagers! That's plain stupid. They even have offers for teenagers—so why restrict membership?)*

# NO-NONSENSE MARKETING

## “Money-Making Lessons From Hollywood Bowl”

### LESSON 2—Keep It Full As Often As Possible

Our children prefer going to Hollywood Bowl in the early evening—they love the ‘Night Time Bowling’. They light up the lanes and play the music loud—it really is impressive (by the way this is a great thing they introduced).

However, about 6 lanes were empty—that’s about 20% of missed opportunity and sales.

Don’t get us wrong—it was busy—very busy, but it’s still money down the drain!

The problem they have is that they don’t have any easy way of getting empty lanes full if they don’t know who their customers are.

But just think if they knew who their customers were? A day before, they could e-mail or text their customers and create a special offer on the 6 free lanes. It has to make a difference.

### LESSON 3: Keep Me Buying While I’m There

Disney are masters at ‘wallet share’ - getting their customers to spend, spend and spend as much money as possible while they’re in their theme parks. Hollywood Bowl are good at this too.

For example, waiters and waitresses come to the lanes to take food and drinks orders and then deliver them to you at your lane.

This is a good example of W.A.Y.M.I.S.H.—they’ve made it easy for customers to spend more. But what else could they do?

### LESSON 4: Make Me An Offer I Can’t Refuse

I have to say Hollywood Bowl are good at offers (that’s why it’s so crazy for them not to have a system for getting the contact details of customers).

The V.I.B. card on the previous page has a number of good offers, plus they have several other leaflets (see below). How many offers do they have running concurrently? There’s no limit to the number of offers you communicate—if they work, keep doing them! Very good.

Great value bowling for everyone	
OFF PEAK	PEAK
weekdays before 6pm excluding bank holidays	weekdays after 6pm, all weekend and bank holidays
ADULT per game £2.00	ADULT per game £4.00
UNDER 16s per game £1.00	UNDER 16s per game £3.00
FAMILY PACKAGE (2 adults, maximum 8 under 16s) 1 game £8.00 2 games £12.00	FAMILY PACKAGE (2 adults, maximum 8 under 16s) 1 game £18.00 2 games £20.00
OVER 55s per game £1.00	
STUDENTS per game £1.00	

**SCHOOL HOLIDAYS** Peak and off peak times may vary. Please ensure you check with your local bowl for details.

hollywood bowl

www.hollywoodbowl.co.uk

hollywood bowl

*Hollywood Bowl have a number of leaflets focused on various target markets—this is good—very good marketing!*

### LESSON 5: Using Leaflet Dispensers

ALL the leaflets at Hollywood Bowl were placed in leaflet dispensers all around the lanes.

As a general rule, leaflet dispensers are a good way of making information available to customers but once again the way Hollywood Bowl use them is far too

passive. Just because you have leaflet dispensers scattered around the place doesn’t mean people will pick up the leaflets and read them.

So what could be done to improve this?

- The important leaflets need to be handed out when people come to pay for their games. For example, the V.I.B. membership card should be handed out and explained at the counter.
- The staff on the counter should have a leaflet dispenser on their desk and refer to it telling the customer there are some fantastic offers on the leaflets make sure you read the leaflets while you’re playing your game, etc.
- Waiters and waitresses should collect all completed forms as they deliver drinks and also be trained to see opportunities. For example, if a family is playing they should refer people to the ‘Birthday Party’ leaflet and ‘Teen Birthday’ leaflet, etc.

Remember, everything you do should be systemised and well thought out. It’s lazy just to place leaflet dispensers all over the place. This is far too passive.

You must not miss any opportunities to get more money out of customers—but of course your plan of action needs to be considered and not pressurised.

From a marketing point of view Hollywood Bowl seem to have their act together, but as you’ve discovered, they’re missing out on so much—things that would probably be worth millions in extra profits to them as a group.

# NO-NONSENSE MARKETING

## “The Step-By-Step Analysis Of A Profit-Boosting Marketing Piece”

Here’s another analysis of a winning Marketing Piece and an explanation of why it worked.

This will help you understand how the Marketing Assets work in harmony with this particular Marketing Piece and show you how to do the same.

The other important thing to mention about the proven winners we show you in this newsletter, is you can ‘swipe’ them for your own business. Swiping doesn’t mean copy, but you can use the basic fundamentals of each Marketing Piece and apply them to your business.

In other words, you can use these examples as templates for your own business—helping you increase your sales and profits further.

This month we’re dissecting a local newspaper ad (contrary to popular belief, despite the proliferation of newspapers moving online and readership numbers tumbling it is still a fantastic medium to generate sales and enquiries).

Here are the details (the ad is shown in full on page 9 opposite)...

**Industry:** Insect Defence

**The Results:** This ad replaced an existing one which had been performing so poorly that the owners considered pulling their advertising spend altogether. The new ad ran and immediately increased lead generation by over 100%. This in turn increased sales by over £30,000.

### **Why It Worked So Well:**

1. The headline is based on the headline format of one of the best-selling ads of



*Our Marketing Piece analysis shows you the component parts (Marketing Assets) and then we put them back together again ready for you to use and adapt to your own business!*

all time (written by John Caples—“They Laughed When I Sat Down At The Piano, But When I started To Play...”). It works perfectly in the context of this product.

2. The ad is written in a personal and conversational style making it fun and interesting to read.

3. The product is introduced in the ad in the context of a solution rather than just a product that has a list of functions (a proven method).

4. The ad has a photo of the owner with his arm around the product as if it’s a living, breathing thing. This creates a personal connection with the owner and the machine he is promoting.

5. Strong social proof in the form of

testimonials is provided early on in the ad, adding believability to the ad’s claims about the product.

6. The ad uses a number of key benefits to communicate in limited space what a user could expect if they purchased this product. This is in stark contrast to the standard feature list that many product ads use, which underinform and in turn undervalue the product in question.

7. The call to action uses a scarcity tactic which works well as long as it’s believable. The results proved that in this case it worked well.

8. The ad thanks the people that the owner and his staff met at their exhibition stand at a local event, further adding the personal touch to the ad.



# NO-NONSENSE MARKETING

## “The Step-By-Step Analysis Of A Profit-Boosting Marketing Piece”

1

### "They Laughed When I Said I Had A Machine That Ate Mosquitoes, But When They Looked Inside..."

2

"I can't believe that with all the money in the world no one has come up with a machine that eliminates mosquitoes from your home and garden. What's the point of living in a nice warm climate if you're a prisoner in your own home? There's no quality of life in that whatsoever."

#### The Solution: A Machine That Literally Eats Mosquitoes

3

I agree, it's unacceptable. So about two years ago I decided to look for a comprehensive cure for people being hounded by mosquitoes. And I found one! And it's called the Mosquitoeater™.

Already hundreds of people are benefiting from the Mosquitoeater™. Here's what some of them have had to say...

*"When you think we were considering leaving Spain altogether, this machine has changed our life!"*

**David and Marion Nicks**

*"It makes us feel great knowing that it is protecting us 24 hours a day, 7 days a week without us having to do a thing."*

**Delia and George MacDonald-Hedger**

5

*"We sit out at night without a care in the world. We've not been bitten once and at times I have to pinch myself because the difference has been life changing."*

**Shirley and Paul Daniel**

Here are just some of the benefits the **Mosquitoeater™** has to offer.

- Creates a **"MOSQUITO FREE ZONE"** around your property - GUARANTEED



Me and my **Mosquitoeater™**

- Stops millions of mosquitoes appearing every season
- Pays for itself time and time again with its life changing effects
- Saves you thousands in lotions, potions and protective netting

I have just had 10 more FREE DVD's pressed of the how it all works (last weeks stock went within a couple of days) plus info packs to give away (**first come first served - again!**) so call us now on **966-151-005** or email us at [mosquitoeater@mosquitoeater.com](mailto:mosquitoeater@mosquitoeater.com)

**Lastly, thanks to all of you who turned out to see us at the "This Is Spain Exhibition" in Los Montesinos. It was a huge success!**

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# NO-NONSENSE MARKETING

## “How To Write Web Pages That Sell More”



*By Grant Eagle—Europe's leading Internet Marketing Expert For Non Internet Businesses*

Copywriting as you're discovering with this newsletter, is one of the most essential skills you can learn as a business owner. Good copywriting skills allow you to produce persuasively written copy that can bring in more sales.

In fact, improving your written communication with good copywriting skills can increase your sales dramatically.

What may surprise you is that you'll see there is no real difference between off-line and on-line copywriting, but there are a few subtle differences. Remember, just because it's a website it doesn't mean you shouldn't be following all the direct-response rules you're learning about from the Academy.

So here's my copywriting basics that get results fast...

### **Focus More on Benefits**

Let's remind ourselves what the differences are between features and benefits...

A feature describes something. For example, the features of an orange include...

- It's orange (colour).
- It's round and has dimpled skin.
- It's edible.
- It's a source of Vitamin C.

Now a benefit is the specific advantage you get from something. This is the real reason people buy things. Let's look back at the example of the orange. The benefits for having an orange are:

- Is a delicious cure for hunger pangs, without too many calories.
- Gives you an instant energy boost.
- Provides essential nutrients that improve your health.

Those are just a few of the benefits. Do you see the difference between features and benefits?

Benefits answer the overwhelming desire in the prospect's mind to find out "what's in it for me".

When you write about benefits instead of features, your prospects will read more of your sales offer, and the more they read it, the more chance there is you will sell directly off the web page, or provoke enquiries, if that's your goal.

The problem is that most companies only write about the features of their products and services. And these can be important to write about. But you need to focus on the benefits.

Even if you do write about features, you must write about the benefits alongside them.

Spend time identifying the benefits of your products and services. It's actually easy to do.

First brainstorm a list of all the features. Write as many as you can.

Find the benefit for each of these features. Come on! This might take a little work, but try to come up with a benefit for each of these features.

Identify the key benefits in your list. Prioritise them, until you have your top benefit and a few more good ones.

A good copywriter will spend time researching benefits and will even go a step further until they find the deeper benefits of the product or service.

These deep benefits are what create a response in readers and motivate them to take action.

Highlight the unique benefits of your product or services. Pay attention to how you highlight the specific benefits the product or service has when compared with your competition.

### **Where To Use Your Benefits**

You will need to pay attention how you write your copy. This is where you should try to place your benefits:

- In your headline and subheads.
- Early in your copy.
- In bullet points.
- Sprinkled throughout your copy.
- Before your call to action.

# NO-NONSENSE MARKETING

## “How To Write Web Pages That Sell More”

### Pay Attention To Headlines

As you know, the most important part of your written copy will always be your headline, the title of your article, or the subject line of your e-mails.

Pay extra attention to writing headlines because this is usually what the reader looks at to decide whether to read the sales letter or not.

A bad headline will seriously undermine your success – it will act like a barrier to the full letter and readers will probably move onto something else.

This is why headlines are one of the first elements to focus on if you want to improve sales.

But it is not always that easy.

Good headlines take a little time and effort to craft.

One simple and proven way to start your headlines is with the words ‘How To...’

### Use Subheads

Subheads are great for today’s readers. You see, many people scan through copy, and subheads make it easy to scan.

Also, remember your list of benefits in your subheads. Use your primary benefit in your title, and try to use the other top benefits in your subheads.

Good copywriters will pay attention to the story they tell in the subheads.

They give the scanner all the key information he needs in the title and subheads.



*Your copywriting skills are completely transferable from off-line to on-line media. Just make sure you follow the system and your success is guaranteed!*

Your reader should get a clear overview of your offer just by reading the subheads.

### Seven Quick Web Page Copywriting Tips

1. Make your copy conversational in tone.

In today’s busy world it’s important your copy is easy to read and jargon-free unless your audience expect it.

2. Limit your sentences to one thought.

This makes your copy easy to read. Your readers will appreciate it.

3. Keep Your Web Page Light - Don’t fill your pages full of text.

This also goes with making your copy easy to read.

Make sure there’s enough ‘white space’ on your page to incite your reader to read more.

4. Use Short Paragraphs.

Limit your paragraphs to three or four lines long. Again, this is easy on the eye.

5. Use Bullet points.

They make the text easy to read and to understand. They also...

- Catch the reader’s attention.
- Make the page look more interesting.
- Are great for summarising benefits.
- Are proven to increase response (sales).

6. Add Facts And Figures. Make them specific. This underlines your credibility.

7. Finally, remember to test your headlines and key elements of your copy.

Use split-testing (testing one headline against another), or at the very least do simple tweaks and track results.

When you first start writing copy, you’ll find it difficult to follow these principles. However, over time you’ll become more and more accomplished. Few people ever spend enough time on really crafting powerful and persuasive messages—especially on their web sites.

If your web pages respect these fundamental principles of effective copywriting you can almost be sure of selling more for your business.

# NO-NONSENSE MARKETING

**This Newsletter Demonstrates A Fraction Of The Marketing & Business Growth Advice You Can Apply To Your Business...**

**There Are Over 1500 Pages of Practical, Proven And Low Cost Marketing & Business Growth Advice In The BUSINESS GROWTH SYSTEM. Make Sure You Use It And You Too Can Transform Your Business!**

**W**hether you like it or not, to get results you have to put the effort in. However, we've made it as easy as it can be for you! Nevertheless you still have to take time to apply the time-tested and proven strategies.

You really do have an extremely successful 'paint-by-the-numbers' guide to growing your business. But you have to use it.

...and if you need any more convincing, here are some real results from business owners just like you. (And we have hundreds more)...

"Our sales have more than quadrupled in 8 short months. Need I say anything else, except thank you."

*Rosemary McIvor, Managing Director O'Briens*

"Last year our previous ad generated next to no extra business (in fact we were thinking of taking our ad out completely).

"But the new ad generates at least half a

dozen leads every week, and we convert 3/4 of them into clients. Each client is worth about £2,500, so that's an extra £7-9,000 a week. That's a massive return on investment!"

*Adrian Ganderton, Partner - Bray & Bray Solicitors*

"I am absolutely thrilled to inform you that Message Takers has gone from strength to strength since we introduced the system into our business.

"The number of clients using our service has risen by 61.2% in only 5 months. In the previous five months our growth rate was just 7%.

"This conclusively proves that without the system our company would not be where it is today!"

*Sharon Morris, Managing Director Message Takers*

"I've used the principles in the system for over 12 months now, and the results have been excellent!

"Not only have sales increased 150%,

but I have been able to target more profitable market sectors, adding 10% to my gross margin. I can highly recommend the system."

*Keith Skitt  
Prontaprint*

Even though all these people run different businesses—they all have one thing in common—they USE and APPLY the strategies contained in the Business Growth System.

If you're genuinely serious about growing your business, then the Business Growth System will give you the results you seek.

Better still, you'll achieve success quickly and with little or no cost.

We can guarantee there are dozens of strategies just sitting there in the Business Growth System that you won't be using right now. Strategies that can increase your sales and profits literally overnight.

You've registered for the system—now is the time to use it!